

FACTORS THAT INFLUENCE THE CONSUMER PURCHASE DECISION IN CERIAMART (Case Study Ceriamart Semper Timur)

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Abstract – The purpose of this study was to see the influence of influence, advertising, lifestyle, location of consumer decisions on Ceriamart. This study uses primary data by distributing questionnaires. The population in the study were active customers of Ceriamart consumers with a sample size of 150 respondents, using probability sampling techniques. Analysis of research data the coefficient of determination. Data processing method using SPSS version 22.0 software.

The results of this study indicate that the price variable (X1) has a positive and significant effect on purchasing decisions. Then the advertising variable (X2) has a significant effect on purchasing decisions. Then the lifestyle variable (X3) has a significant effect on purchasing decisions. Furthermore, location (X4) has a positive and significant effect on purchasing decisions.

Kata Kunci: Prices, Advertising, Lifestyle, Location, and Consumer Purchase Decisions

I. Background

Today's mini market business shows a relatively rapid development, as evidenced by the increasing number of mini market that are penetrating various places. Like the Ceriamart mini market which began to appear in every area with more than 100 branches including Jakarta, Bogor, Tangerang, and Bekasi. This shows that the intensity of competition in the mini market is getting stronger. These type of mini markets are generally located in strategic locations.

The development of the Indonesian retail industry is now morw vibrant. The presence of modern retailers has given its own color the development of the Indonesian retail industry. The presence of these business actors, on the one hand, is very encouraging for Indonesian consumers. Consumers are spoiled with various positive things related to convenience when shopping, safety, convenience, increasingly diverse product variations, product quality that continues to increase and of course product prices are becoming cheaper due to competition.

The rapid development of the economy is currently accompanied by the development of various modern shopping places in major cities in Indonesia. Some shopping places include Indomaret, Alfamart, Circle K, Ceriamart, Kita Mart, and so on. All of that is inseparable from the advantages offered by each of these shopping centers, for example offering advantages in the form

of cleanliness, comfort, price, attractive promotions, selected products, product completeness, attractive interior displays and buyers can choose their own items. Goods according to personal wishes and tastes. With the existence of various types of retail businesses that are developing, the competition for the retail business is very tight. The development of the retail business is also inseparable from the increasing daily human needs and shopping activities carried out by consumers.

II. Literature Review

2.1 Research Review

Feti Fatimah's research (2017) entitled "Factors Affecting Consumer Purchasing Decisions in the Digital Age", in this study, data was collected using tools such as observation, analysis of the test instruments used included data (validity and reliability testing), multiple linear regression analysis, classical assumption test, and hypothesis testing (t test, coefficient of determination). Using interview techniques and questionnaires to 100 respondents with purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The results of this study are price has a significant positive effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant positive effect on consumer purchasing decisions, and location has a significant positive effect on consumer purchases.

Research according to Koko Arie Bowo, Abdul Hoyyi, Moch. Abdul Mukid (2016) entitled "Analysis of Factors Affecting Purchasing Decisions and Consumer Satisfaction on Acer Notebooks", the sample technique uses the accidental sampling method. The data obtained were then analyzed using Structural Equation Modeling (SEM). Based on the research results, it was found that brand image did not have a significant effect on purchasing decisions for Acer notebooks, while product quality and price had a significant effect on purchasing decisions for Acer notebooks. The results obtained, namely, price has a significant positive effect on consumer purchases, while advertising has a significant negative effect on consumer purchasing decisions, lifestyle also has a significant negative effect on consumer purchasing decisions, and location has a significant positive effect on consumer purchasing decisions.

Research according to Eko Sugeng Supriyanto, M. Naely Azhad and Budi Santoso (2017) entitled "The Impact of Retailing Mix on Purchasing Decisions at the Mini Market Indomaret Summersari Jember", this study uses primary data in the form of questionnaires distributed to a sample of 70 respondents. The results of the data obtained were analyzed using multiple linear regression approaches and hypothesis testing in the form of simultaneous (F) and partial (t) tests. The results of the analysis show that price has a significant effect on consumer purchasing decisions, advertising has a significant negative value on consumer purchasing decisions, lifestyle has a significant negative effect on consumer purchasing decisions, while location has a significant positive effect on consumer purchasing decisions.

Research by Latif Budi Utomo, Juni Trisnowati (2017) entitled "Analysis of the Influence of Product Quality, Service Quality and Price on Buyer Decisions at Alfamart Mojolaban Sukoharjo", which is still a role model on which to base the growth of national retail businesses. One of the most important elements in a company is the superiority of product quality, service quality and price. In an effort to bring in customers and retain customers, a company or business actor must be able to identify consumer behavior in relation to making a purchase decision. The research objective was to determine the effect of product quality on purchasing decisions, to determine the effect of service quality on purchasing decisions to determine the price influences the purchase decision to shop at Alfamart Mojolaban Sukoharjo store. Methods of data collection using direct research methods (Field Research) and questionnaires. The conclusions that can be drawn from this study include product quality has a significant positive effect on purchasing decisions and has a

positive direction on purchasing decisions, service quality has a significant influence on purchasing decisions and in a positive direction on purchasing decisions, and price has a significant positive effect and has a positive direction towards purchasing decisions.

Research conducted by Ainnur Rofiq M. Hufrom (2017) entitled "The Effect of Product Quality, Price, and Location on Purchasing Decisions at Powernoise Store" using the Accidental Sampling method. This study aims to explain the effect of product quality, price and location on purchasing decisions on consumers of Powernoise Store Malang. The results showed that the product quality variable had a positive and significant effect on purchasing decisions, the price variable had a positive and significant effect on purchasing decisions, the location variable had a positive and insignificant effect on purchasing decisions. Simultaneously, the variables of product quality, price and location have a significant effect on purchasing decisions.

Research according to Onigbinde Isaac Oladebo and Odunlami Samuel Abimbola (2016) entitled "The Influence of Brand Image and Promotional Mix on Consumer Buying Decision Study of Beverage Consumers in Lagos State, Nigeria" is to evaluate the influence of brand image and promotional mix on purchasing decisions. consumer. The descriptive survey research design was adopted as the study guide. A judgmental and purposive sampling technique was used in which four hundred (400) copies of the research instrument were provided to beverage consumers in Lagos State, Nigeria, where three hundred and eighty-four (384) copies of the questionnaire were filled out and returned. Pearson Product Moment correlation is used to analyze data generated from respondents. The results showed that the price showed a significant negative effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant negative effect on consumer purchases and location shows a significant positive effect on consumer satisfaction.

Research conducted by Mohamed Dawood Shamout (2015) entitled "The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market" which uses the linear regression method, the purpose of this study is to determine the impact of sales promotion tools that are most widely used in the sector. retail such as: coupons, samples, discount prices and buy one get free one on consumer buying behavior from two aspects; switch brands and customer loyalty. This study is based on a literature review, conceptual framework and hypotheses that open the door for future researchers to expand further into this field. In this study, researchers collected 200 respondents to get more understanding and accurate data. The results of the research conducted are that price has a significant positive effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant positive effect on consumer purchasing decisions, and location has a significant positive effect on consumer purchasing decisions.

Research conducted by Effiong (2015) entitled "Retail Store Merchandise Assortment and Display and Their Influence on Consumer Impulse Buying Behavior in NorthWest Nigeria" determines the influence of various retail store merchandise and store displays on consumer purchasing behavior in western Nigeria. Two specific objectives were established with two research questions to guide the research. This research method uses multiple linear regression. The results of the research conducted are that price has a significant positive effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant positive effect on consumer purchasing decisions, location shows a significant negative effect on consumer purchases.

2.2 Theoretical Basis

2.2.1 Definition of Operations Management

Marketing is one of the keys in a company, where marketing is not just a principle of how to sell, but how to provide satisfaction to consumers, in order to bring profit to the company. Based on this, we can see the importance of the marketing function so that it needs special attention.

According to Kotler and Keller (2016) marketing is a societal process by which individuals and groups obtain what they need and want through creating offering and freely exchanging products and services of value with others. Marketing is a societal process in which individuals and groups get what they need and want to create, offer and freely exchange products and services of value with others.

According to AMA (American Marketing Association) cited by Kotler and Keller (2016) defines marketing marketing is the activity, set of 20 institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is an organizational function and a set of processes for creating, communicating, and providing value to customers and for managing customer relationships in a way that benefits the organization.

From the above definition, it can be concluded that marketing aims to achieve goals by meeting the needs and desires of consumers in various ways, namely by designing products, determining prices, conducting promotions, building relationships with customers, providing satisfaction for consumers and getting benefits for the organization.

For a company, in order to fulfill the needs and desires of consumers properly, a marketing activity must be carried out in that company. All of it aims to satisfy human needs and achieve company goals. This activity is better known as marketing management.

2.2.3 Marketing Mix

The marketing mix is part of the marketing concept which has an important role in influencing consumers to buy the products or services offered. Kotler and Armstrong (2016) define the marketing mix as follows, Marketing mix is the set of tactical marketing tools that the firm employs to produce the response it wants in the target market. This definition states that the marketing mix is a set of tactical marketing tools that companies combine to generate the desired response in the target market.

According to Kotler and Armstrong (2016), the marketing mix includes four (4) main things and can be controlled by the company which includes product, price, place and promotion.

2.2.4 Definition of Price

According to Suparyanto and Rosad (2015), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product. Price is one of the most important elements in determining the market share and profit of a company. According to Kotler and Armstrong (2016) price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or using the product or service. Price is the amount of money spent for a product or service, or the amount of value that is exchanged by consumers to obtain benefits or ownership or use of a service product.

Based on the above definition, it can be concluded that price is the amount of money exchanged for a product and service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product and service. Marketing within a company must really charge the right and fair for the product or service being offered because setting the right price is the key to creating and capturing customer value.

2.2.4 Definition of Advertisement

Often times we hear or see an advertisement that is displayed in various media such as television, newspapers and magazines. Many of us are also consumed by these advertisements. Believe and want to try, that is the purpose of marketing carried out through advertising by various companies in selling products or services.

Faela Sufa (2016) advertising is an information medium that is created in a certain way to attract viewers, is original, and has certain and persuasive characteristics, so that consumers are voluntarily encouraged to do something according to what the advertiser wants. Arisna Pratiwi (2016) states that advertising with the media used will be effective if it is balanced with creativity which also comes from the attractiveness of the ad itself. In simple terms, advertising is a message that offers a product that is addressed to the public through a medium.

2.2.5 Lifestyle

Lifestyle is part of secondary human needs that can change depending on the era or a person's desire to change his lifestyle. Lifestyle can be seen from the way of dress, habits, and others. Lifestyle can be judged relatively depending on the judgment of others. Kotler and Keller (2016) suggest that the notion of lifestyle is a person's lifestyle in the world which is expressed in their activities, interests, and opinions. Lifestyle describes a person's whole self in interacting with their environment.

2.2.6 Location

One of the variables or factors of marketing, namely location, also provides value in the success of a company. According to Kotler and Armstrong (2016) location is selecting and managing trade channels used to distribute products or services and also to serve target markets. Location according to Tjiptono (2015) Location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers.

Based on the above definition, it can be concluded that location is a decision in which a company makes its business by operating the correct and precise location placement, so that consumers have a decision to choose or buy which will affect the success of a product or service business.

2.2.7 Definition of The Purchase Decision

According to Kotler & Armstrong (2016) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that purchasing decisions are part of consumer behavior, consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. Meanwhile, according to Tjiptono (2015), consumer purchasing decisions are the selection of one action from two or more alternative options.

2.2.8 Factors Affecting Purchasing Decisions

According to Tjiptono (2017), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. The value dimensions consist of 4, namely:

1. Emotional value, utility that comes from feelings or affective or positive emotions arising from consuming a product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value. In essence, emotional value is related to feelings, namely what positive feelings consumers will experience when buying a product.

2. Social value, the utility obtained from the product's ability to improve the consumer's social self-concept. Social values are the values held by a consumer, regarding what is considered good and what is considered bad by consumers.
3. The quality value, the utility obtained from the product due to the reduction of short-term costs and long-term costs.
4. Functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the functions provided by the product or service to consumers.

2.3 The Relationship Between Research Variables

In this case, the researcher wants to show the process and mechanism of the relationship between the research variables based on the theoretical basis used in a logical relationship between one research variable and another. In this case, the researcher wants to show the process and mechanism of the relationship between the research variables based on The theoretical basis used is a logical relationship between one research variable and another.

2.3.1 The Effect of Price on Purchasing Decisions

The price of a product and service is one of the determining factors that affect consumers in making purchases, the higher the price, the lower the purchase decision, on the other hand, if the low price of the purchase decision changes the higher, this is evidenced in the research of Koko Arie Bowo, Abdul Hoyyi, Moch. Abdul Mukid (2016). This is also reinforced by research conducted by Feti Fatimah (2017) which states that price variables have a significant positive effect on purchasing decisions. Thus prices can influence consumer purchasing decisions, competitive prices will make customers make purchases of products offered by retailers.

2.3.2 Effect of Advertising on Purchasing Decisions

Advertising is news order to encourage and shape people to be interested in the goods or services offered. This result is evidenced in the research of Feti Fatimah (2017) which states that there is an effect of advertising on purchasing decisions, meaning that ads that have images that attract attention, colors that attract attention, writing are easy to understand and in accordance with reality have an effect on purchasing decisions.

2.3.3 Effect of Lifestyle on Purchasing Decisions

Lifestyle is a person's behavior that is shown in activities, interests and opinions, especially those related to self-image to reflect their social status. This is evidenced in the research of Feti Fatimah (2017) which states that lifestyle variables have a significant positive effect on purchasing decisions. This is also strengthened by research conducted by Ainnur Rofiq (2017) which states that lifestyle variables have a very significant positive effect on consumer purchasing decisions. Thus, lifestyle can influence consumer purchasing decisions.

2.3.4 Effect of Location on Purchasing Decisions

Location is also one of the most important things in consumer purchasing decisions. This is evidenced in Feti Fatimah's (2017) research that location variables have a significant positive effect on consumer purchasing decisions. This is also reinforced by research conducted by Eko Sugeng Supriyanto, M. Naely Azhad and Budi Santoso who stated that location greatly influences consumer purchasing decisions.

2.3.5 Effect of Price, Advertising, Lifestyle and Location on Purchasing Decisions

Simultaneously from the four variables above there is a relationship. This is evidenced in Fatimah's research (2017) which states that product, price, advertising, lifestyle and location variables have a significant effect on purchasing decisions.

2.4 Hypotesis Development

Based on the influence on these variables that have been stated above, the writer tries to put forward a hypothesis that will be used as a reference in solving the main problem, namely:

H1: Price affects consumer purchasing decisions at Ceriamart.

H2: Advertising affects Consumer Purchasing Decisions in Ceriamart.

H3: Lifestyle (Lifestyle) affects Consumer Purchasing Decisions at Ceriamart.

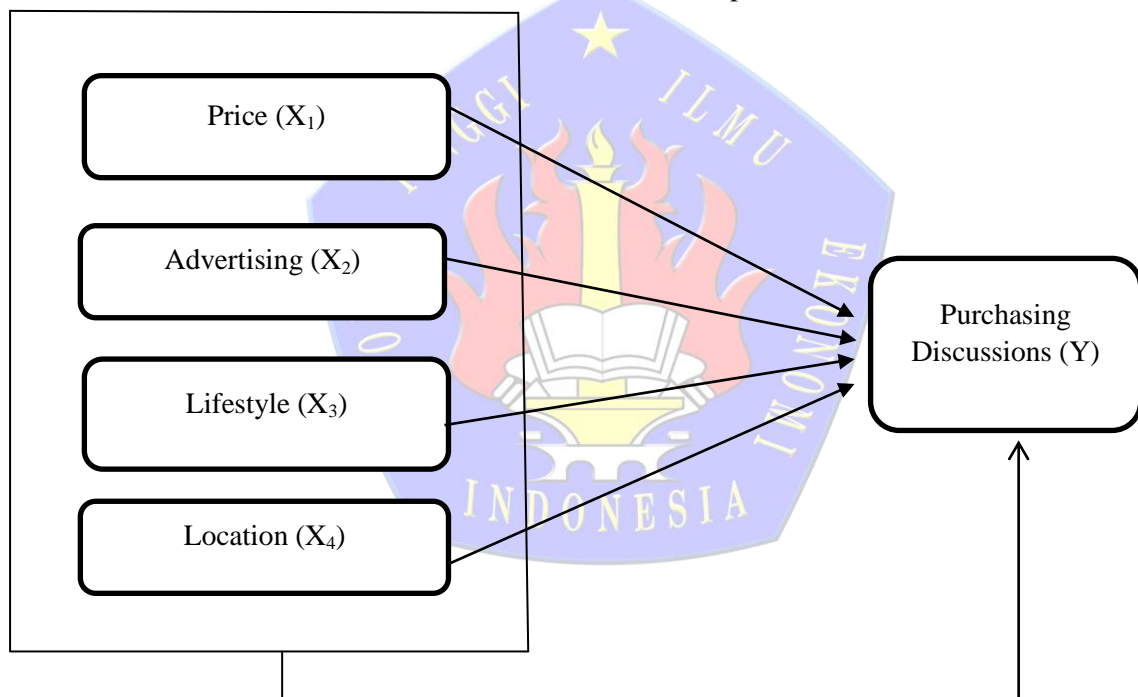
H4: Location factors affect consumer purchasing decisions at Ceriamart.

H5: Price, advertising, lifestyle and location have a significant influence on purchasing decisions at Ceriamart.

2.5 Research Conceptual Framework

Based on the theoretical basis and previous research above, a conceptual framework of thought in this study can be prepared which is presented in the following schematic:

Gambar 2.5. Research Conceptual Framework



Information :

- X1 : Price has a significant positive effect on consumer purchasing discussion. (Effiong 2015)

The results of the research conducted are that price has a significant positive effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant positive effect on consumer purchasing decisions, location shows a significant negative effect on consumer purchases.

- X2 : Advertising has a significant positive effect on consumer purchasing discussion. (Effiong 2015)

The results of the research conducted are that advertising has a significant positive effect on consumer purchasing decisions, advertising has a significant positive effect on consumer purchasing decisions, lifestyle has a significant positive effect on consumer purchasing decisions, location shows a significant negative effect on consumer purchases.

- X3 : Lifestyle has a significant positive effect on consumer purchasing discussion. (Effiong 2015)

The result of this research is that lifestyle has a significant positive effect on consumer purchasing decisions, location shows a significant negative effect on consumer purchases.

- X4 : Location has a significant positive effect on consumer purchasing discussion. (Effiong 2015)

The result of this research is that location shows a significant negative effect on consumer purchases.

III. RESEARCH METHODS

This research was conducted to obtain an overview of the factors that influence consumer purchasing decisions in ceriamart (case study in Ceriamart Semper Timur, North Jakarta) through hypothesis testing. The research was conducted for consumers who make purchases at Ceriamart. Considering the nature of this research is descriptive and verificative which is carried out through data collection, the research methods used are survey and explanatory survey methods, namely a method that does not only look at the general description of the variables or the relationship between variables, but also to see whether there is any influence between variables. and the extent of that influence (Sugiyono 2016: 46).

3.1 Research Straregy

The unit of analysis of this research is an individual with a sampling technique method because the respondents are consumers who have made purchases at Ceriamart Semper Timur, North Jakarta. The time in this study is cross sectional, namely information obtained based on the collection of data from the entire population collected directly at the scene empirically, with the aim of knowing the opinion of a portion of the population on the object being researched by the author.

3.2 Population and Sample

3.2.1 Research Population

According to (Sugiyono 2018: 25) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. So the population is not only people but also objects and other internal objects. Population is also not just the number of objects / subjects studied, but includes all the characteristics / properties possessed by the object or subject under study. The general population in this study are all consumers who make purchases at Ceriamart Semper Timur, North Jakarta. So the authors determine the target population of 150 people per month, on average, consumers who make purchases at Ceriamart Semper Timur, North Jakarta during the study.

3.2.2 Research Sample

According to (Sugiyono 2012: 118) the sample is part of the number and characteristics of the population. If the population is large, and the researcher is not possible to learn everything in the population, for example because of limited funds, energy and time, the researcher can use a

sample drawn from that population. In conclusion, the sample can be treated as a population. For that the sample taken from the population must be really appropriate.

To find out the representative sample size in a study population, the sample taken can be calculated based on the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots$$

Information:

n = Number of Sample

N = Number of Population

e = Fault tolerance limit (*error*)

In determining the number of samples to be selected, the authors use an error rate of 5% and a confidence level of 95%, because in each study it is impossible for the results to be 100% perfect, the greater the error rate, the smaller the sample size. The total population as the basis for the calculation used is 150 people, with the following calculations:

$$n = \frac{150}{1 + 150 (0,05)^2}$$

=109,09 or 110 person

So the population members taken as a sample are as many as 110 people (rounded) respondents. The research is shown to all consumers who shop at Ceriamart Semper Timur, North Jakarta.

3.3 Data and Collection Methods

Data collection techniques and data collection instruments are the most important factors for the success of the research. This has to do with how to collect data, who is the source and what tools are used. Data collection methods are techniques or methods used to collect data. The method shows a way that is shown its use through questionnaires, interviews, observations, tests, documentation, and so on. While the data collection instrument is a tool used to collect data. Because it is a tool, the instruments can be in the form of sheets, check lists, questionnaires (open / closed questionnaires), interview guides and others.

3.4 Operational Variable

According to Sugiyono (2017), variables are everything in any form that is determined by the researcher to study so that information is obtained about it, then conclusions are drawn.

Furthermore, to facilitate measurement of the research variables, these variables were operationalized.

Tabel 3.4. Bobot Alternatif Skala Likert

No	Alternative Answers	Skor
1	Strongly Agree (SA)	4
2	Agree (A)	3
3	Disagree (D)	2
4	Tottaly Disagree (TD)	1

Sumber : Sugiyono (2017: 38)

Tabel 3.4. Operasional dan Indicator

Variable	Definisi Operasional	Sub Indicator	Item
Price (X_1)	Price is the amount of money (plus some products if possible) needed to get a combination of goods and services. Feti Fatimah (2017)	1. In accordance with the quality 2. Can compete 3. In accordance with market prices 4. Can be accepted by consumers	1 2 3 4
Advertising (X_2)	Advertisements are news orders to encourage and persuade interested people to be interested in the goods or services it offers. Koko Arie Bowo, Abdul Hoyyi, Moch. Abdul Mukid (2013)	1. Images attract attention 2. Color attracts attention 3. The writing is easy to understand 4. In accordance with reality	1 2 3 4
Lifestyle (X_3)	Lifestyle (Lifestyle) is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect their social status. Eko Sugeng Supriyanto, M. Naely Azhad and Budi Santoso (2017)	1. Family 2. Education 3. Work 4. Environment	1 2 3 4

Location (X ₄)	Location is retail in an area. Latif Budi Utomo, June Trisnowati (2017)	1. Access the location	1
		2. Spacious and safe parking space	2
		3. Enabling environment	3
		4. Close to residential areas	4
Buying Decissions (Y)	Purchasing decisions of individual and household end consumers who purchase goods and services for personal consumption. Kotler and Armstrong (2016)	1. Choice of products	1
		2. Choice of brands	2
		3. Choice of Reseller	3
		4. Time of Purchase	4
		5. Purchase Amount	5
		6. Payment Methods	6

3.5 Research Methods

According to Sugiyono (2016: 89), the purpose of the data analysis method is a method used to obtain data that occurred in the past or present, regarding beliefs, characteristic opinions, behaviors, variable relationships and to test several hypotheses about sociological and psychological variables from the sample. taken from certain populations, data collection techniques with observations (questionnaires) are not in-depth and research results tend to be generalized.

IV. RESEARCH RESULT AND DISCUSSION

As a pioneer in the minimarket business, PT Indomarco Prismatama, the manager of Indomaret, certainly does not want to continue various sustenance in strategic locations that they have previously controlled. This is because Alfamart, which is managed by PT Sumber Alfaria Trijaya, seems not afraid to compete head-on against Indomaret. For this reason, in several locations that are considered very strategic, PT Indomarco Prismatama has built a fence by opening new outlets with a different brand, namely, Ceriamart.

Ceriamart is positioned as the second Indomaret brand. The establishment of Ceriamart was initially based on a warning from the Business Competition Supervisory Commission to PT Indomarco Prismatama, which was deemed to have paid less attention to the principle of balance in accordance with democracy in fostering healthy competition between business actors and public

interests in developing their business. That is why PT Indomarco Prismatama formed Ceriamart to anticipate that Indomaret operations will end.

Now, when the minimarket business competition is considered healthy, in several locations that are considered strategic PT Indomarco Prismatama has made Ceriamart a stronghold from Alfamart's attacks. For example, in the quite crowded Depok II Permai area, PT Indomarco Prismatama rushed to open a Ceriamart outlet in a location very close to the Indomaret outlet, before Alfamart was also working on that location.

Gender

Table 4.1 shows the gender composition for all respondents. Of the 110 respondents, 99 male customers or 45% of Ceria-Mart's customers. Meanwhile, the number of customers who are female is 123 person or 55%.

Tabel 4.1 Respondents Frequency Based on Gender

Gender	Frequency	Persentase
Male	41 person	37%
Female	69 person	63%
Total	110 person	100%

Sumber : Output SPSS hasil olahan peneliti

These results indicate that the number of female respondents is greater than male respondents in this study.

Age

Based on table 4.2, the youngest respondent age is 15 years. Meanwhile, the oldest respondent's age was more than 51 years. From a total of 110 respondents, the following is a table presentation of respondents by age:

Tabel 4.2 Respondent Frequency Based on Age

Age Group	Frequency	Persentase
15-20 year	15 person	14%
21-25 year	27 person	24%
26-30 year	28 person	25%
31-35 year	10 person	10%
36-40 year	15 person	14%
41-45 year	8 person	7%
46-50 tahun	6 orang	5%
> 51 tahun	1 orang	1%
Total	110 person	100%

Sumber : Output SPSS hasil olahan peneliti

Activity

Activity Based on table 4.3, the number of respondents who attended school was 5 people or 4%, college respondents were 4 people or 3%, 11 respondents were studying while working, respondents worked as many as 30 people or 27%, respondents were looking for work as many as 12 people or 11% and respondents who are not working as many as 48 people or 45%.

Tabel 4.3 Respondent Frequency Based on Activity

Activity	Frequency	Persentase
School	5 person	4%
Course	4 person	3%
Study While Working	11 person	10%
Bekerja	30 person	27%
Find a Job	12 person	11%
Does not Work	48 person	45%
Total	110 person	100%

Sumber : Output SPSS hasil olahan peneliti

Number of Visits

Based on table 4.4, the number of respondents who come to Ceria Mart in 31-60 times or often is 39 people or 35%, 15-30 times or moderate as many as 45 people or 41% and 1-14 times or rarely as many as 26 people or 24%.

Tabel 4.4 Respondent Frequency Based on Visits

Number of Visits	Frequency	Persentase
1-14 kali atau Jarang	26 person	24%
15-30 kali atau Sedang	45 person	41%
31-60 kali atau Sering	39 person	35%
Total	110 person	100%

Sumber : Output SPSS hasil olahan peneliti

V. Conclusions and Suggestions

5.1. Conclusions

Based on the description and discussion in the previous chapter, the following conclusions are obtained:

1. Price variable has a positive and significant effect on purchasing decisions. The results in this study indicate that Ceriamart customers consider price in making purchasing decisions at Ceriamart.

2. Advertising variables have a positive and significant effect on purchasing decisions at Ceriamart. The results in this study indicate that Ceriamart customers consider advertising in making purchase decisions at Ceriamart.

3. Lifestyle variables have a positive and significant effect on purchasing decisions. The results in this study indicate that Ceriamart customers feel that purchasing decisions are high in their lifestyle, and this factor is what causes consumers to decide to buy.

4. The location variable has a positive and significant effect on purchasing decisions. The results in this study indicate that Ceriamart customers feel that high purchasing decisions are with the Ceriamart location, and this factor causes consumers to decide to make a purchase.

5. Purchase decision variables affect price, advertising, lifestyle and location variables. The results in this study indicate that Ceriamart customers feel that the influence of price, advertising, lifestyle and location factors on purchasing decisions.

5.2 Suggestions

Based on the results of the above conclusions, the researcher can provide suggestions that are taken into consideration. The following are suggested:

1. Ceriamart Semper branch still maintains prices in accordance with the benefits received by consumers, quality and consumer needs.
2. Managers should advertise more online or distribute brochures to local residents.
3. Ceriamart managers must better understand how the lifestyle in their surroundings.

The manager of the Semper branch of Ceriamart should pay more attention to location issues such as a wider parking area and security.

5.3 Researcher Limitations and Further Research Development

1. The study involved respondents in a number of 110 customers.
2. There are respondents who reject the contents of the questionnaire, there are respondents whose answers are doubtful, need tables and chairs to make it easier for respondents to fill out the questionnaire.
3. Research is constrained by the existence of h = pregnancy which causes delays in the thesis completion process.

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